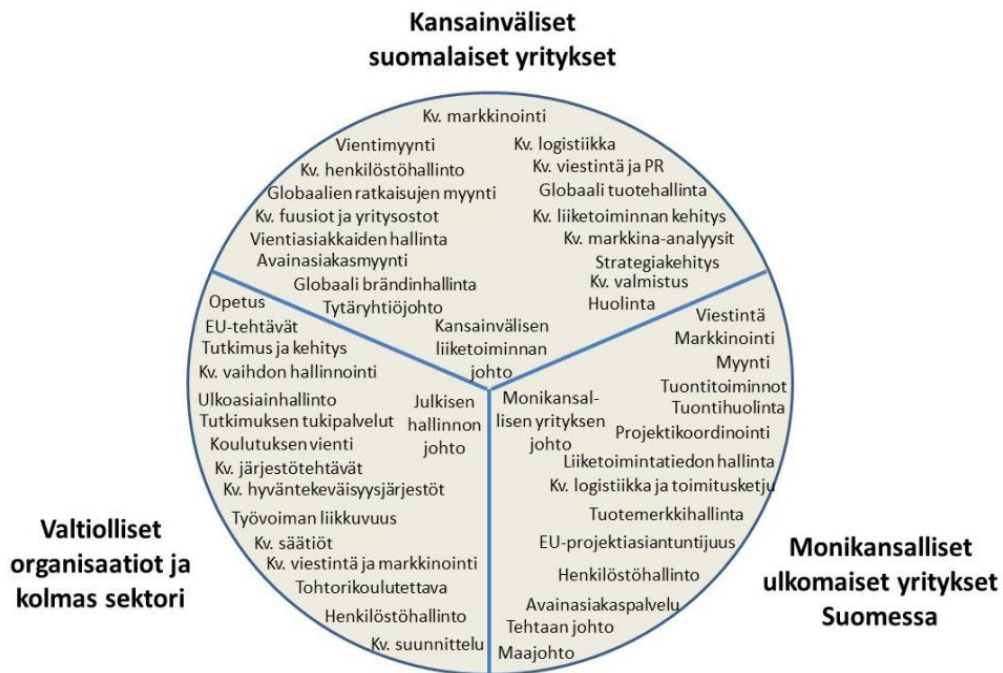


**Johtamisen akateeminen yksikkö**  
**Markkinoinnin ja viestinnän**  
**akateeminen yksikkö**  
**Master's Degree Programme in**  
**International Business**  
**Opinto-opas**  
**2019-2020**

## Kansainvälisen liiketoiminnan opinnot

### Tarve kansainvälisen liiketoiminnan osaajista

Suomi on pieni ja avoin talous, jonka kasvun ja hyvinvoinnin ylläpitämiseksi on tärkeää, että suomalaiset yritykset ja yksilöt pystyvät toimimaan menestyksellisesti kansainvälisillä markkinoilla. Kansainvälistyminen ei kuitenkaan koske vain maan rajojen ulkopuolella operoivia yrityksiä ja organisaatioita vaan globalisoitumiskehitystä tapahtuu myös kotimaassa. Monikulttuurisessa ympäristössä toimimisesta ja kansainvälisyydestä onkin tullut merkittävä osa niin yritysten kuin valtiollisten organisaatioiden ja kolmannen sektorin toimintaa ja siten tarve monipuolisista kansainvälisen liiketoiminnan osaajista korostuu. Kansainvälisen liiketoiminnan opinnot mahdollistavat monipuoliset ja mielenkiintoiset tehtävät niin ulkomailla kuin kotimaassa (kts. kuvio).



### Master's Degree Programme in International Business (MIB)

The Master's Degree Programme in International Business (MIB) is a high quality EPAS accredited programme.

On MIB we are looking for ambitious students who want to pursue a global career, who are willing to rise to the challenge of working in a multicultural business environment, and who want to equip themselves with the knowledge and skills needed to cope with the challenges that a globalised world presents to organisations and individuals.

To be eligible to apply to MIB you should have completed a Bachelor's degree majoring in International Business (*Kansainvälinen liiketoiminta*), Marketing or Management, or you have completed a minor in International Business (*Kansainvälinen liiketoiminta*) in your Bachelor's degree.

## Intended Learning Outcomes

The intended learning outcomes in MIB are divided into the following three areas: knowledge, skills and attitudes

### Knowledge

The intended learning outcomes in terms of *knowledge* are divided into the following key domains of international business – international strategic management, international marketing and international human resource management. By the end of the programme students will,

- understand the international strategic planning process, and learn to develop and manage internationalization strategies
- understand how to design and manage the international marketing strategies of firms at different phases of foreign market expansion, learn to establish and manage business networks and customer relationships and gain knowledge of how to communicate and negotiate in cross-cultural settings
- understand the role of the human resource management within multinational firms, acquire knowledge on how to develop global leadership, how to manage international teams and projects, and discover how to shape your own global career

**Corporate social responsibility and sustainability** and **ethical considerations** are integrated into these key areas. In addition, MIB offers students area-focused courses which prepare students to do business in key markets around the world, as well as electives that allow students to deepen their knowledge in other areas of international business.

### Skills

In addition to knowledge-specific intended learning outcomes, MIB supports and guides students in developing a range of key skills that they can take with them into their future careers. The key skills fall under five skill categories: 1) *communication and team working skills*, 2) *interpersonal skills*, 3) *analytical and problem solving skills* 4) *creativity and change management skills* and 5) *self-management skills*.

### Attitudes

MIB also seeks to instil the following *attitudes* in its students:

*Global mindset* (attitude towards the world): Openness to and awareness of the 'big picture' and changes in the global business environment, whilst understanding the need to strike a balance between strategic integration and responsiveness to local markets

*Strategic orientation* (attitude towards strategy): An appreciation for how and why strategic actions lead to value creation in organisations.

*Customer orientation* (attitude towards customers): Understanding the importance of customer relationships and a service mentality

*Valuing diversity* (attitude towards others): Respect for the talents and beliefs of others regardless of background

*Integrity & responsibility* (attitude towards society and the environment): Honesty, strong moral principles, and an awareness of how business can impact society and the environment.

### Transition to Working Life

**MIB's Mentoring programme** and **double degree options in Italy, France, Germany and Czech Republic** offer great opportunities for personal development and improving the

transition from university to work. In addition, MIB recommends students to be active in **applying for internship positions** in Finland and abroad to improve the skills and attitudes required in different positions. The **excursions** offer an additional possibility to experience and learn about live business cases. Through the **Competence development** course, students are encouraged to develop their key skills via both curricular and non-curricular activities and to take responsibility for their own personal and professional development.

## Learning Environment

In MIB you will study with students from around the world and will be taught by an international faculty, providing you with the possibility to develop your skills in working in a multicultural environment already during your studies. Our lecturers and professors utilize learning methods and digital technologies which emphasize your own role in collecting knowledge, analyzing and understanding it and applying it in different contexts. During your studies you will work with people who think differently, disagree with you and don't understand your logic. All these elements make the learning environment quite challenging. On the other hand, you will have the possibility to learn to appreciate the value of diversity in teams, undergo the process of personal development in different areas and experience the positive feeling of exceeding your own expectations.

MIB prepares students for careers in internationalising and already multinational firms, whether this is work in international positions, different kinds of international assignments, or involvement in international projects and teams. In addition, MIB offers a good foundation for working in internationally-oriented governmental organisations or in research- and teaching-related positions. The programme also prepares students for an academic career and provides eligibility for further studies.

## MIB Programme Structure 2019-2020

### Compulsory Core Studies, 41 ECTS

#### **International Human Resource Management**

JOHT3010 International Human Resource Management	5 ECTS
JOHT3036 Leadership	5 ECTS

#### **International Marketing Management**

MARK3025 Global Marketing Management	5 ECTS
MARK3024 International Business Negotiations	5 ECTS
MARK3013 Cross Cultural Marketing Communications	5 ECTS

#### **International Strategic Management**

MARK3023 Internationalization Strategies of the Firm	5 ECTS
JOHT3003 International Strategic Management	5 ECTS
INTB3006 Sustainability and International Business Ethics	5 ECTS

#### **Transition to working life**

INTB3007 Competency Development	1 ECTS
---------------------------------	--------

### Compulsory Language & General Studies, 12 ECTS

KENG9211 Writing Academic English I	3 ECTS
KENG9311 Writing Academic English II (in connection with spring Research Methodologies)	2 ECTS
KSUO5111 Finnish for Foreigners I <i>or</i> foreign language studies (for Finnish students)	5 ECTS
Searching for Scientific Information I	1 ECTS

Searching for Scientific Information II 1 ECTS

**Optional Studies, min.29 ECTS**

**International Human Resource Management**

JOHT3002 Cross Cultural Management 5 ECTS  
JOHT3004 Diversity Management 5 ECTS

**International Marketing Management**

MARK2012 Export Marketing 5 ECTS  
MARK3026 Managing International Business Networks 5 ECTS  
MARK2035 Cultures of Consumption 5 ECTS  
MARK3045 Start-Up Valuation 5 ECTS  
MARK3044 International Growth through Sustainable Entrepreneurship 5 ECTS  
MARK3051 Industrial Internet in International Customer Value Creation 5 ECTS

**International Strategic Management**

JOHT2005 International Management 5 ECTS  
MARK2013 International Business Operation Modes 5 ECTS  
JOHT2033 Key & Emerging Themes in Management Studies 5 ECTS  
JOHT3019 Project Management 5 ECTS  
JOHT3062 Service Business Development (max. 5 MIB students) 5 ECTS  
JOHT3061 Developing Business Models (max. 10 MIB students) 5 ECTS

**Area Specific Studies**

MARK3043 Doing Business in Emerging Markets 5 ECTS  
MARK2018 Marketing Strategies and management in CEE 5 ECTS  
HTK1600 European Governance 5 ECTS  
Several Asia specific courses offered by the Asianet.fi (Finnish network of universities for Asian studies)

**Transition to Working Life**

INTB3003 Internship I 5 ECTS  
INTB3011 Internship II 5 ECTS  
INTB3009 Research Project 1-5 ECTS  
INTB3010 Excursion 2 ECTS  
INTB3012 Mentoring Programme 2 ECTS  
OPIS0075 Applying for a Job in Finland 1 ECTS

**Others**

TUTA 2140 Global Sourcing and Procurement 5 ECTS  
LASK3017 Corporate Finance 6 ECTS  
FILO1011 Philosophy of Science 3 ECTS  
VIEK1008 Agency and social media (max. 10 BIB&MIB students) 5 ECTS  
VIEK1007 WWW-suunnittelu (max. 5 kv liiketoiminnan opiskelijaa) 5 ECTS  
VIEK2011 Johtamisviestintä (max. 5 kv liiketoiminnan opiskelijaa) 5 ECTS

**Master's Research, 38 ECTS**

INTB3008 (spring) Research Methodologies; INTB3013 (Autumn) 8 ECTS  
INTB3990 Master's Thesis 30 ECTS

- INTB3991 *Research proposal & theoretic framework (10 ECTS)*
- INTB3992 *Methodology section & preliminary empirical results (10 ECTS)*
- INTB3993 *Complete master's thesis (10 ECTS)*

Programme schedule 2019–2020				
Year 1	Autumn Semester		Spring Semester	
	Period 1	Period 2	Period 3	Period 4
<i>Compulsory studies</i>	-Internationalization Strategies of the Firm (5) -Sustainability and International Business Ethics (5) - Searching for Scientific Information I	-International Strategic Management (5)	-International HRM (5) -International Business Negotiations (5)	-Global Marketing Management (5) -Leadership (5) -Cross-Cultural Marketing Communications (5)
	-Academic Writing in Eng. I (3) -Finnish for Foreigners I (5)		-Research Methodologies (8); Academic Writing in Eng. II (2) - Searching for Scientific Information II	
	<b>COMPETENCY DEVELOPMENT</b>			
<i>Optional studies</i>			Excursion Internship IIa (5) (2)	

Year 2	Autumn Semester		Spring Semester	
	Period 1	Period 2	Period 3	Period 4
<i>Compulsory studies</i>	<b>COMPETENCY DEVELOPMENT MASTER' S THESIS</b>			

	Autumn Semester		Spring Semester	
	Period 1	Period 2	Period 3	Period 4
<i>Optional Studies</i>	-Export Marketing (5) -International Management (5) -Corporate Finance (6)	-Managing International Business Networks (5) -International Growth through Sustainable Entrepreneurship (5) -Cross-Cultural Management (5) -International Business Operation Modes (5) -Philosophy of Science (3) -Global Sourcing & Procurement (5)	Marketing Strategies & Management in CEE (5) - Doing Business in Emerging Markets (5) -Applying for a job in Finland (1)	- Key and Emerging Themes in Management Studies (5) - Cultures of Consumption (5) -Diversity Management (5)
	-Startup Valuation (5) -Project Management (5) -User Innovation (5)			
	Mentoring Programme (2), Research Project (1-5), Internship IIb (5) Study Exchange (1 semester, or 1 year) or a Double Degree			

Learning outcomes	Knowledge in International Business			Generic skills														
				Communication and team working skills			Interpersonal skills			Analytical and problem solving skills			Creativity and change management skills		Self management skills			
Master's Degree Programme in International Business	International Strategic Management	International Marketing Management	International Human Resource Management	Written & oral expression	Co-operation skills	Cross-cultural skills	IT skills	Leadership and networking skills	Negotiation skills	Conflict management	Analytical and critical thinking	Decision making and problem solving	Planning and organization	Creativity / innovation / visioning	Change management	Self-organization and time management	Ability to take initiatives	Career management
<b>Core Courses:</b>																		
International Strategic Management	X										X	X		X				
Internationalization Strategies of the firm	X			X							X					X		
Sustainability and International Business Ethics	X				X						X	X						
Global Marketing Management		X		X									X					
Cross-Cultural Marketing Communications		X					X				X			X				
International Business Negotiations		X				X			X		X							
International Human Resource Management			X	X	X													
Leadership			X	X				X	X									
<b>Optional Courses:</b>																		
International Management	X			X	X	X												
International Business Operation Modes	X				X						X	X						
Industrial Internet in International Customer Value Creation		X					X				X			X				
Cross-Cultural Management			X		X	X												
Project Management	X			X	X						X							
Export Marketing		X			X						X	X						
Managing International Business Networks		X			X						X							
International Growth through Sustainable Entrepreneurship		X		X							X					X		
Diversity Management			X		X				X									
Start-up Valuation		X									X						X	
Cultures of Consumption		X		X	X						X							
<b>Area Specific Studies:</b>																		
Business Operations in Eastern Europe		X									X							
Marketing Strategies and Management in CEE		X																
Doing Business in Emerging Markets		X		X	X						X							
Legal Foundations of Russian Economy																		
Investment and Finance in Russia																		
<b>Transition to working life:</b>																		
Competence Development (development depends on individual preferences)																		X
Mentoring Programme																		X
Excursion																		X
Internship I																		X
Internship II																		X
<b>Research Studies and thesis</b>																		
Research Methodologies				X						X								
Master's Thesis				X						X						X		

## Courses Offered in the Master's Degree Programme in International Business

### Core Studies

#### International Human Resource Management

**Code:** JOHT3010

**Credit Units:** 5 ECTS

**Time:** Spring, Period 3.

**Content:** This course exposes participants to the challenges related to managing people in an international context. People are considered as one of the most, if not the most, important resources for the competitiveness of firms, and the challenge of effective HRM is greatest in multinational firms with operations in culturally and institutionally diverse environments. The course covers the following topics: strategic international human resource management, international staffing and expatriation, global talent management, global leadership development, managing performance, international compensation and managing diversity.

**Learning Outcomes:** By the end of this course students should be able to (i) understand how business strategies and HRM are connected, and are able to plan HR-practices that support the strategy implementation; ii) understand the key dimensions of international HRM and are able to apply and develop such practices when working as an international manager, and iii) understand the main challenges that MNCs face in managing their global workforce and are able to develop HR-practices that help in solving such challenges. The course will also support the development of students' key skills in the areas of co-operation, written and oral expression.

**Teaching:** Lectures, workshops, pre-reading assignments and visitors (total approx. 30 hours).

**Assessment:** Individual and group assignments

**Literature:** Will be informed later

**Rating:** 1-5 / failed

**Contact Person:** Vesa Suutari

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** The course includes some compulsory attendance

#### Internationalization Strategies of the Firm

**Code:** MARK3023

**Credit Units:** 5 ECTS

**Time:** Autumn, Period 1.

**Content:** The subjects covered on the course include 1) Dimensions of internationalization strategies, 2) Various internationalization theories and approaches 3) International strategic alliances, and 4) Foreign direct investment strategies, especially acquisition strategies 5) Divestments

**Learning Outcomes:** By the end of this course students should be able to identify the different dimensions of internationalization strategies and apply this knowledge in different context; identify and explain different internationalization pathways, reflect upon them and apply this knowledge on practice through case analysis and empirical work with companies; recognise, analyse and reflect upon the key decision making aspects and factors having an effect on performance of Foreign Direct Investments and Strategic Alliances.



The course will also support the development of students' general skills in the areas of critical thinking and analytical writing; oral and written presentation; self-organization and time management.

**Teaching:** Lectures (appr. 25 hours, including guest lectures by company visitors), assignments, literature.

**Assessment:** The course can be completed by two options:

**Option 1 (In-class):** participation and presentation in classes, **group term paper based on the data collected by students** (students need to interview a company of their choice about some aspect of its internationalization), reflection essays about presentations by guest speakers, acting as an opponent. Attendance is not tracked.

**Option 2 (Distant):** Two big essays including theoretical part and case analysis and an on-line Moodle exam (3 attempts).

**Literature:** Reading package comprising compulsory and optional literature.

**Prerequisites:** Export Marketing

**Rating:** 1-5 / failed

**Contact Person:** Tamara Galkina

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

## Global Marketing Management

**Code:** MARK3025

**Credit Units:** 5 ECTS

**Time:** Spring, Period 4.

**Content: The subjects covered on the course include** 1) An overview of global market environment, global market expansion and marketing mix development 2) global product and branding strategies, 3) global non-digital and digital sales channel strategies and pricing, 4) organizing and controlling global marketing strategies, and 5) ethical issues in global marketing.

**Learning Outcomes:** By the end of this course students should have gained understanding about developing and managing effective global marketing strategies. They should be aware of useful theories and concepts related to global marketing, and how global marketing changes during global expansion. Furthermore, the students should be able to analyse strategic alternatives in global marketing (incl. digital), and create a global launch plan. Moreover, students are expected to have understanding of how to organize and co-ordinate implementation of global marketing strategies without forgetting ethical considerations. The course is also expected to develop student's skills in planning and organization, and oral and written expression.

**Teaching:** Lectures (max 30 hours), assignments, and literature.

**Assessment:** Learning diary, compulsory group assignments, peer evaluation, and class contribution.

**Literature:** 1. Hollensen, Svend: Global Marketing. A decision-oriented approach. Financial Times Prentice Hall fifth edition 2011.

2. Reading package informed by the lecturer.

**Prerequisites:** Export marketing, Internationalization strategies of the firm.

**Rating:** 1-5 / failed

**Contact Person:** Peter Gabrielsson

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Compulsory attendance at lectures (max 1-2 absences allowed from lectures).

## Cross-Cultural Marketing Communications

**Code:** MARK3013

**Credit Units:** 5 ECTS

**Time:** Spring, Period 4

**Content:** The subjects covered on the course include 1) Effectiveness. 2) Values in marketing communications 3) Culture and advertising appeals and executional style, 3) Culture and digital marketing communication, 4) Ethics in marketing communication and 6) Cross-cultural advertising communication strategies.

**Learning Outcomes:** By the end of this course students should be able to understand how culture impact on the effectiveness of marketing communication message, to recognise the role of culture in the use of digital media and to design culturally relevant marketing communication plan for a specific foreign market based on relevant data analysis without forgetting the ethical considerations. This course will support the development of skills such as critical thinking, creativity and IT skills.

**Teaching:** Web-based course

**Assessment:** Group and individual assignments/quizzes

**Literature:** 1. De Mooij, Marieke (2014). Global marketing and advertising. Understanding cultural paradoxes. Sage publications USA.

2. Reading package

**Prerequisites:** Global Marketing Management

**Rating:** 1-5 / fail

**Contact Person:** Minnie Kontkanen

**Right to Participate:** This course is open to students registered on the Master's Degree Programme in International Business, on VIMA (max 5 students) and VIEK (max 10 students) programmes.

## Leadership

**Code:** JOHT3036

**Credit Units:** 5 ECTS

**Time:** Spring, Period 4.

**Content:** The subjects covered on the course include 1) the main approaches to the study of leadership and followership, and 2) leadership development.

**Learning Outcomes:** By the end of this course students should be able to evaluate the key approaches to the study of leadership. Students should also be able to analyze the nature of leadership in different kinds of organizations, and the challenges inherent in the identification of leadership potential and leader development. The students will be familiar with ethical aspects of leadership work and apply leadership development approaches. The course will also support the development of students' skills in the areas of group work and interpersonal skills, conflict management and self-awareness/assessment of own leadership capabilities.

**Teaching:** Lectures and workshops (approx. 20hours).

**Assessment:** Learning diary; essay; digital story.

**Literature:** 1. Jackson, B. & Parry, K. (2008) A very short, fairly interesting and reasonably cheap book about studying leadership. London: Sage.

## 2. Assigned articles

**Prerequisites:** Students must have completed the course International Human Resource Management (JOHT3010) before taking this course.

**Rating:** 1-5 / fail

**Contact Person:** Susanna Kultalahti

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

## International Strategic Management

**Code:** JOHT3003

**Credit Units:** 5 ECTS

**Time:** Autumn, Period 2.

**Content:** Students are introduced to major strategy-making models and their application, competitive dynamics and tools for its analysis, basic concepts of corporate finance and managerial accounting, foundations of strategic decision-making, challenges in strategy implementation in MNCs, as well as short business cases for corporate social responsibility and sustainability. Most of the course content is applied practically in the online business simulation *Global Challenge*.

**Learning Outcomes:** By the end of this course, students will be able to understand and apply some of the main theories and models in strategic management; identify and utilize best practices from leading multinationals; will be able to evaluate international industrial environments and design strategies that fit these environments; will be able to identify and interpret challenges in international strategic management. The course will also support the development of students' skills in the areas of analytical and critical thinking, decision making, and visioning.

**Teaching:** The course consists of lectures, an on-line business simulation *Global Challenge*, and group and individual assignments.

**Assessment:** Group work (45%) and individual written assignment (55%)

**Literature:** 1) PENG, M.W. (2006; 2009) *Global Strategy*. Thomson: Taunton, MA. 2) Reading package on course themes to be provided.

**Prerequisites:** Students should make sure the course fits their timetable since participation in some of the lectures and during the group simulation sessions is obligatory.

**Rating:** 1-5 / fail

**Contact Person:** Sniazhana Sniazhko and Rodrigo Rabetino

**Right to Participate:** This course is only open to students registered on the Master's Programmes in International Business, Strategic Business Development, and Finance.

**Additional Information:** No exam; compulsory class attendance to some of the lectures; compulsory class attendance to the group simulation sessions. If a student prefers to take this course distantly, she/he should contact one of the lecturers before the beginning of the course.

## International Business Negotiations

**Code:** MARK3024

**Credit Units:** 5 ECTS

**Time:** Spring, Period 3.

**Content:** The subjects covered on the course include 1) Introducing international business negotiations and theoretical background 2) Conflict resolution 3) the impact and role of culture on negotiations 4) Communication process and negotiations 5) The process, strategies and tactics of international business negotiations, and 6) Practical exercises of different negotiation situations.

**Learning Outcomes:** By the end of this course students should be able to learn the following skills to handle business negotiations in an international context: 1) to analyse problems and issues in cross-cultural communications, particularly in an international business context, 2) be able to understand how cross-cultural issues play a role in negotiating international business deals, 3) to critically analyse and handle issues and problems related to international business negotiations, and 4) to devise strategies and tactics to effectively manage the issues related to international business negotiations. In addition, this course develops the students' skills in the areas of group working, academic report writing, and presentation skills.

**Teaching:** The course consists of maximum 25 hours of lectures. Exercises include analyzing case studies and performing a role-play exercise for an actual business negotiation situation. This part is compulsory and will be video taped and analysed.

**Assessment:** Case study analysis in groups, group report and role play exercise and individual report.

**Literature:** 1. Ghauri, P.N. & Usunier, J.C. (2003), International Business Negotiations, Pergamon Press: London, Second Edition.

2. Reading package

**Prerequisites:** Cross-Cultural Management

**Rating:** 1-5 / fail

**Contact Person:** Ali Tahir

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Compulsory class attendance for the role play exercise

## Sustainability and International Business Ethics

**Code:** INTB3006

**Credit Units:** 5 ECTS

**Time:** Period 1.

**Content:** The central themes of the course are social responsibility, sustainability, ethical decision making and more generally the interconnectedness of economic and moral values. The course offers an introduction to different theories and their applications in international business. It also examines the responsibilities of business corporations and business people towards stakeholders (i.e. shareholders, consumers, suppliers, civil society and other constituencies). The course consists of lectures and other activities related to corporate social responsibility, international trade, sustainability, and ethics.

**Learning Outcomes:** The course helps students evaluate the societal, environmental and economic value of sustainability - in an international environment. The course provides students with tools that enable them to identify and analyse the responsibility of business actors. It should also develop the awareness of their own personal ethics and their ability to create their own code of ethics. The course will also develop students' analytical and critical thinking skills, decision making skills, as well as co-operation skills.

**Teaching:** Lectures and other activities (total approx. 15 hours).

**Assessment:** Individual assignments and exam.

**Literature:** Crane, Andrew, and Dirk Matten. Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, USA, 2007.

**Prerequisites:** None.

**Rating:** 1 -5 / fail

**Contact person:** Olivier Wurtz

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Attendance is compulsory

## Competency Development

**Code:** INTB3007

**Credit Units:** 1 ECTS

**Time:** The competency development starts in September (1st year of studies) and the completed competency development report must be handed at the end of spring term (2nd year of studies)

**Content:** The subjects covered on the course include 1) Introduction to the competency development process, 2) self-assessment and developmental targets and 3) evaluation of development.

**Learning Outcomes:** By the end of the course students should have gone through a systematic customized development process focusing on selected competences. The course will help students to focus on developing the kind of relevant skills and attitudes the student need after graduation to build a career that best suits students interest and strengths. The course **supports students to become reflective practitioners, who are able to reflect continuously on their learning and behavior process and thus support both students studies and thrive in working life.**

**Teaching:** Introduction session, workshop sessions (2) & independent student self-assessment, exercises and reflections.

**Assessment:** Action plan and evaluation report of the development process.

**Literature:** None

**Prerequisites:** None

**Rating:** 1-5 / fail

**Contact Person:** Minnie Kontkanen

**Right to Participate:** The course is open to students registered on the Master's Degree Programme in International Business

## Master's research

### Research Methodologies

**Code:** INTB3008 (Spring) or INTB3013 (Autumn; this course is mainly targeted to incoming DD students and for students whose international student exchange is taking place in first Spring semester of their Master's studies.)

**Credit Units:** 8 ECTS

**Code and Credit Units:** KENG9311, 2 ECTS (Writing Academic English II is integrated to the INTB3008)

**Time:** Spring, Periods 3-4 / Autumn

**Content:** **The subjects covered on the course include** 1) Basics of research, 2) qualitative data collection and analysis methods, 3) quantitative data collection and analysis methods, and 4) writing and structuring a thesis. Writing Academic English II is integrated to the course INTB3008 (organized in the spring term).

**Learning Outcomes:** By the end of this course students should understand how to carry out independently their own Master's thesis and to understand the usability of data collection and analysis methods in real life situations. In order to do this, students will be familiar with different research methods and when to use them; will be able to identify and evaluate the quality and rigour in assessing academic research; and will be familiar with the university's standards and criteria for Master's theses. The course will also support the development of students' skills in the areas of, written expression, analytical and critical thinking.

**Teaching:** Video lectures, workshops, and student presentations (approx 30 hours).

**Assessment:** Individual assignments, workshops, first draft of the Master's thesis proposal, quizzes and Moodle exam.

**Literature:**

1. Saunders, M., Lewis, P. & Thornhill, A. (2016 and older editions) Research Methods for Business Students. Harlow: Prentice Hall.
2. Eriksson P. & Kovalainen A. (2008). Qualitative Methods in Business Research. SAGE Publications.

**Prerequisites:** Completed Bachelor thesis.

**Rating:** 1-5 / failed

**Contact Person:** Minnie Kontkanen

**Right to Participate:** This course is open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Academic Writing in English II is integrated in the course organized in the spring (INTB3008). Compulsory attendance to one workshop. Participation to other workshops is also recommended but can be compensated by individual assignments. Autumn course (INTB3013 Autumn) is intended mainly for the double degree students and for students whose international student exchange is taking place in first Spring semester of their Master's studies.

## Master's Thesis

**Code:** INTB3990, (INTB3991 (Part I) Research proposal and theoretical framework, INTB3992 (Part II) Methodology section and preliminary empirical results, INTB3993 Complete master's thesis)

**Credit Units:** Total 30 ECTS. The credit units will be awarded during the process as follows: 1) Research proposal and theoretical framework, 10 ECTS; 2) Method section and preliminary empirical results, 10 ECTS; and 3) Final submission of the complete master's thesis, 10 ECTS

**Time:** The master's thesis supervising groups will start in May after the Research Methodologies course. The final thesis must be handed at the latest by the end of the next Spring term.

**Content:** The student will be able to identify a research problem within the international business field and specify the objectives and scope of the research. Moreover, the student will be familiar with extant academic literature and develop a theoretical framework. Thereafter, the student will select and justify the methodological approach, and gather and analyze empirical data. The thesis ends with a conclusion including theoretical and managerial implications and future research proposals. The student will write reports and present those in the following parts: 1) research proposal and theoretical framework, 2) method section and preliminary empirical results, and 3) the final submission of the complete master's thesis.

**Learning Outcomes:** Students should be able to conduct academic research on a subject related to international business. The master's thesis process also supports the development of independent research work. Moreover, the student will develop their written expression, analytical and critical thinking and self-organization and time management skills during the process.

**Teaching:** Meetings with thesis supervisors and / or participation in seminars (depending on supervisor), and independent student research.

**Assessment:** Master's thesis report and process management (supervisor and 2nd evaluator).

**Literature:** Independent search of relevant material for the research topic.

**Prerequisites:** Tieteellinen kirjoittaminen / Writing Academic English II, Research Methodologies

**Rating:** pass / fail for parts (1) and (2); 1-5 / fail for (3) final submission of the complete master's thesis);

**Contact Person:** Minnie Kontkanen

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Master's theses will be checked with the plagiarism detection programme Turnitin

## Optional Studies

### Export Marketing

**Code:** MARK2012

**Credit units:** 5 ECTS

**Time:** Autumn, Period 1.

**Content:** 1) Export marketing process and exporting environment, 2) Assessing company export readiness and export market selection, 3) Export entry modes and channel management, 4) Standardization vs. adaptation, 5) Export product, promotion and pricing decisions, 6) Export financing decisions, 7) Ethical behaviour of exporters and CSR, and 8) an Overview of export processes and documents.

**Learning Outcomes:** By the end of this course students should be able to develop knowledge about the nature of export marketing and the export operation modes. Students are expected to be able to explain, reflect upon and analyze a company's export environment, potential, and capabilities to select export markets; also, they should be able to apply this knowledge through various problem-solving assignments and cases analyses. The course will support the development of students' skills in the areas of critical thinking, problem solving and working individually and in teams.

**Teaching:** Lectures and workshop sessions (appr. 30 hours), assignments, and individual reading.

**Assessment:** Active participation in classes (**attendance is tracked**), 3 essays for seminars (group work), and home essay-based exam (individual work, 3 attempts).

**Literature:** 1. Gerald S. Albaum, Edwin Duerr, Alexander Josiassen (2016) International Marketing & Export Management, Financial Times Press, 8<sup>th</sup> edition, chapters (3–13).

**Prerequisites:** None

**Rating:** 1-5 /fail

**Contact person:** Tamara Galkina

### International Management

**Code:** JOHT2005

**Credit Units:** 5 ECTS

**Time:** Autumn, Period 1.

**Content:** The subjects covered on the course include managing in the international business environment, international strategic management, organizational structure, managing foreign subsidiaries, managing culture, managing knowledge and innovation, managing people, and managing responsibly.

**Learning Outcomes:** By the end of this course students should be able to understand how external pressures from the international business environment affect the management of multinational firms; identify the challenges that managers of multinational firms face in managing strategy, structure, innovation, culture, people and sustainability in a turbulent and globalizing business environment; and identify the knowledge, skills and abilities of effective international managers. The course will also support the development of students' skills in the areas of co-operation skills, cross-cultural skills, and written and oral expression.



**Teaching:** Lectures (approx. 25 hours) and group presentation sessions (approx. 2 hours)

**Assessment:** Group assignment (30%), exam (60%), individual reflection report (10%).

**Literature:** 1. GRIFFIN, R.W. & PUSTAY, M.W. (multiple editions) International Business: A Managerial Perspective, Upper Saddle River, NJ: Pearson/Prentice Hall.

**Prerequisites:** None

**Rating:** 1-5 / fail

**Contact Person:** Jennie Sumelius

**Right to Participate:** This course is only open to students taking kansainvälinen liiketoiminta as their major subject at bachelor's level and to students registered on the Master's degree programme in International Business. The course is not open to exchange students.

**Additional Information:** -

### Industrial Internet in International Customer Value Creation

**Code:** MARK3051

**Credit Units:** 5 ECTS

**Time:** Period 3

**Content:** The subjects covered on the course include: 1) An overview of Industrial Internet concepts; 2) Digitalization in creating service- and customer-oriented business models; 3) Platforms and ecosystems; 4) Big Data analytics and remote services in creating global customer value; 5) Customer-oriented innovation; and 6) Sustainability in digital business. The course focuses on the challenges companies face in understanding international customer needs, and how these challenges can be met with new technologies that enable gathering real-time data, co-operation, data analytics, and remote connections. The course is centred on multinational companies with an international customer base.

**Learning Outcomes:** Students will learn to analyse possible ramifications of implementing new technologies on the way companies are doing business and relating to their customers. Students will be able to evaluate critically the ways new technologies can be used to enhance the customer experience, and what these applications can mean for the future development of global business opportunities. As technological advancements are currently changing the industrial market, students are invited to envision possible scenarios of business development and assess business critical development areas for firm competitiveness. The course is designed to develop student's skills in analytical and critical thinking, visioning, and IT-skills.

**Teaching:** Video lectures, group assignments, and individual report.

**Assessment:** Group assignments and individual report.

**Literature:** Course book and reading package informed by the lecturer

**Prerequisites:** -

**Rating:** 1-5 / fail

**Contact Person:** Will be informed later

**Right to Participate:** This course is only open to students registered in the Master's Degree Programme in International Business.

**Additional Information:** Web-based course. Group works can be carried out in remote teams. Compulsory attendance on lectures with company visitors.

### Managing International Business Networks

**Code:** MARK3026



**Credit Units:** 5 ECTS

**Time:** Autumn, Period 2.

**Content:** The course offers introduction to network research and its application in international business. The central themes include: the main theoretical approaches to business relationship and networks; inter-organizational relationship at the network, dyadic and interpersonal level; networks in internationalization processes, managing sustainability in supply networks and Circular Economy networks. The knowledge can be applied, for example, in the context of supplier-customer relationships, supply- and distribution networks, alliances and joint ventures, and in mergers and acquisitions.

**Learning Outcomes:** By the end of this course students will be able to analyze business relationships in network context from different theoretical perspectives, and to apply this knowledge to business activities in international markets. Students will understand the challenges of developing and managing relationships and networks at the inter-organizational and inter-personal level. The course will support the development of the students' skills in critical and analytical thinking, and group working skills in multicultural groups.

**Teaching:** Workshops, seminars, lectures, guest lectures.

**Assessment:** Group work, individual assignments.

**Literature:** Articles provided by the teacher.

**Prerequisites:** None

**Rating:** 1-5 / failed

**Contact Person:** Anne-Maria Holma

**Right to Participate:** This course is only open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Compulsory attendance at guest lectures.

## International Business Operation Modes

**Code:** MARK2013

**Credit Units:** 5 ECTS

**Time:** Autumn, Period 2.

**Content:** The subjects covered on the course include 1) The role of entry / operation mode choice as a part of international entry strategy; 2) definition and classification of international entry / operation modes, 3) choice criteria, 4) internal and external factors influencing international business operation mode choice, 5) characteristics of various international business operation modes, and 6) mode switching and combinations.

**Learning Outcomes:** By the end of this course students should be able to identify the differences between international entry / operation modes and to make international operation mode choices based on the analysis of context specific firm, product and environmental factors. This course also develops cooperation, decision making, analytical and critical thinking skills in students.

**Teaching:** Lectures (approx. 22 hours) and, assignments

**Assessment:** Group report (40%), and Exam (60%) .

**Literature:** 1. Welch Lawrence S; Benito, Gabriel R.G. & Petersen, Bent (2007). Foreign operation Methods. Theory, Analysis, Strategy. Edward Elgar. Chapters 1-12 & 14.

**Prerequisites:** Export marketing.

**Rating:** 1-5 / failed

**Contact Person:** Ali Tahir

**Right to Participate:** Students registered on the Kansainvälisen liiketoiminnan kandidaatin tutkinto-ohjelma and on the Master's degree programme in International Business.

## Cross-Cultural Management

**Code:** JOHT3002

**Credit Units:** 5 ECTS

**Time:** Autumn, Period 2.

**Content:** The subjects covered during the course include 1) the role of culture and its impact on individuals, organizations and management; 2) cultural differences and dimensions of culture; 3) cross-cultural communication; 4) cross-cultural negotiation, and 5) the role of culture in leadership.

**Learning Outcomes:** By the end of this course students should have a more in-depth understanding of culture, more knowledge of cultural frameworks as well as practical experience of cultural encounters. The assignment's objective is to increase students' cross-cultural and interpersonal skills. Cross-Cultural Management course aims at developing students' cross-cultural competencies for situations such as: working with foreigners, working abroad, working in international projects/teams, and dealing with workplace diversity. The course also supports students' development of global mindset and encourage them to value diversity.

**Teaching:** Lectures and other activities (total approx. 20 hours)

**Assessment:** Individual and group assignments.

**Literature:** International dimensions of organizational behavior. Cengage Learning, by Nancy J. Adler, and Allison Gundersen, 2007.

Understanding Cross-Cultural Management, Pearson Education, by Marie-Joëlle Browaeys and Roger Price, 2011.

Cross-Cultural Management: Essential Concepts, Sage, by David Thomas, 2008.

**Prerequisites:** None

**Rating:** 1-5 / fail

**Contact Person:** Olivier Wurtz

**Right to Participate:** This course is also open to visiting exchange students in the field of Business.

**Additional Information:** Attendance to some sessions is compulsory

## Startup Valuation

**Code:** MARK3045

**Credits:** 5 ECTS (5 op)

**Prerequisites:** --

**Time:** Autumn, periods 1-2. Starting session 17.9 at 16:15.

**Content:** The subjects covered on the course include: 1) Introduction to startups 2) valuation of startups 3) market analysis, 4) the role of disruption and 5) risk financing. Presentation of the EnergySpin Business Accelerator programme 2019. Presentations by startups and investor companies. The course is focused on the Top 30 Energy Startup selection to be presented at the Vaasa Energy week in March 2020.

**Learning Outcomes:** By the end of this course, you should have a more in-depth understanding of startups and their importance for disrupting businesses. You will be able to analyse meaningful metrics that indicate successful performance and sustainable development of startups in different geographical areas, including analysing financial and market data. Students will learn how to identify

and evaluate different startups and create rankings that can be used to predict company futures. The course supports the development of student's skills in the areas of analytical and critical thinking and ability to take initiative.

**Teaching:** Lectures, investor and startup company guest-speakers, workshops and individual and group assignments

**Assessment:** Workshops (compulsory attendance). Individual reports of at least 10 target companies with detailed progress reports on three. These result in group level top5 startup list (peer evaluation). Presentation and initiative in final workshop.

**Literature:** Will be informed later

**Rating:** 1-5/fail

**Contact Person:** Jorma Larimo

**Right to Participate:** The course is open for both UVA and non-UVA students

**Additional Information:** The course is conducted in co-operation with EnergySpin Business Accelerator and VES (Vaasa Entrepreneurship Society). The course includes a Saturday session on November 23. Participation to workshops is compulsory.

## International Growth through Sustainable Entrepreneurship

**Code:** MARK3044

**Credit Units:** 5 ECTS

**Time:** Autumn, 2

**Course language:** English

**Content:**

The subjects covered on the course include

1. Business growth, entrepreneurial growth, growth through internationalization, dark sides of business growth;
2. International business opportunity, decision making, effectuation;
3. Sustainability and ethics in international business growth; sustainable entrepreneurship and intrapreneurship;
4. International entrepreneurial marketing;

**Learning Outcomes:** By the end of this course students will be able to: 1) Identify, explain and analyse different dimensions of sustainable business growth in the global context; 2) recognise, analyse and reflect upon the key decision making aspects and factors affecting international business growth through sustainable principles; 3) apply this knowledge on practice by developing an international entrepreneurial business idea for solving a sustainability problem.

The course will also support the development of students' general skills in the areas of critical thinking and analytical writing; oral and written presentation; self-organization and team work

**Teaching:** 24-26 hours of in-class sessions.

**Assessment:** students need to write a **business plan** for a business idea dealing with sustainability problem (group work) and present this plan in a form of pitching; they also assess the business plan of the other group (assessment by peers, individual work) and write one workshop-related essay (individual work) and one reflection essay (individual work). No exam. **Attendance is tracked!**

**Literature:** The course reading package consists of compulsory and optional articles/book chapters provided to students via Moodle

**Prerequisites:** -

**Rating:** 1-5/Fail

**Contact Person:** Tamara Galkina

**Right to Participate:** This course is only open to students registered on the Bachelor and Master's Programmes in International Business.

**Additional Information:** -

## Diversity Management

**Code:** JOHT3079

**Credit Units:** 5 ECTS

**Time:** Spring, weeks 11-22.

**Content:** Diversity management in the course is viewed from organizational and individual perspectives. The course adopts a broad definition of diversity, which includes gender, race, sexual orientation, age, family status, values, beliefs (religion), physical and mental abilities, regional location, income, education, knowledge, and work experience. The course examines implications of diversity for different management and human resource management processes as well as for organizational outcomes. Students will analyze and design individual and organizational-level strategies to cope with diversity and will learn to apply diversity management systems in the work place.

**Learning Outcomes:** The course aims to make students analyze and understand own prejudices, stereotypes, and biases; experience global working environment while solving real diversity-related company problems in diverse virtual teams; and deepen their knowledge on the diversity-related topic of their interest. In the course students develop good understanding about the concepts Diversity, Diversity Management and learn to learn about them continuously from academic sources and daily situations. Students will learn to recognize diversity-related challenges; apply diversity management concepts as individuals and in the organizational life; and will learn to design organizational systems and processes meant for diversity management. The course empowers students to develop their Decision Making, Conflict Management, and Co-operation Skills. Finally, course enhances student literacy in a number of ICT tools.

**Teaching:** Web-based course (100 % online).

**Assessment:** Web-based individual and group assignments. No exam.

**Literature:** Reading and video package will be provided by the teacher.

**Prerequisites:**

- Full commitment to work in 100 % virtual environment independently organizing own learning process
- Basic IT literacy and willingness to learn number of new ICT tools
- Instant online response to virtual team members and course teacher (maximum within 48 hours)
- Full engagement and active participation
- Following the rules of ethics and non-discrimination.

**Rating:** 1-5 / fail

**Contact Person:** Ausrine Silenskyte

**Right to Participate:** This course is open to students registered on the Master's Programmes in International Business, Strategic Business Development and 'henkilöstöjohtaminen', as well as visiting exchange students with agreement in Business Studies.

## Doing Business in Emerging Markets

**Code:** MARK3043

**Credit Units:** 5 ECTS

**Time:** Spring, period 3

**Content:** The subjects covered on the course include 1) an overview of emerging markets, 2) formal, informal, and economic environments in emerging markets, 3) business opportunities and challenges for foreign firms, 4) planning and management of entry and marketing strategies into emerging markets, and 5) analysis of selected emerging markets.

**Learning Outcomes:** By the end of this course students should be able to: 1) recognise the cultural diversity, economic development and economic potential of selected emerging economies, 2) evaluate selected emerging countries in terms of their market potential and identify how multinational companies use these countries in their global strategies. The course also develops the student's skills in the areas of analytical and critical thinking, oral and written expression, and cross-cultural skills.

**Teaching:** Lectures (approx. 28 hours).

**Assessment:** group assignment(40%), oral presentation (10%) and home-based exam (50%).

**Literature:** 1. Cavusgil, S.Tamer, Pervez N. Ghauri & Ayse A. Akcal: Doing Business in Emerging Markets, SAGE Publications (2013).

**Prerequisites:** Export Marketing and International Management are recommended.

**Rating:** 1-5 / fail

**Contact person:** Ali Tahir

**Right to Participate:** This course is open to students registered on Kansainvälinen liiketoiminnan kandidaatin tutkinto-ohjelma, minor in "Kansainvälinen liiketoiminta" , Master's Degree Programme in International Business as well as exchange students in Business Studies.

## Marketing Strategies and Management in Central and Eastern Europe

**Code:** MARK2018

**Credit Units:** 5 ECTS

**Time:** Spring, Period 3.

**Content:** 1) Central and Eastern Europe (CEE) - history and today, 2) CEE market entry motivations, 3) Environmental analysis on macro and industry level of most important CEE countries, 4) CEE as a part of global industry networks, 5) Important industry clusters in the CEE, 6) Marketing challenges in CEE and proposals to gain competitive advantage, and 7) Managerial challenges in CEE and corresponding countermeasures.

**Learning Outcomes:** By the end of this course students should be able to understand the process of transition from a centrally planned to a market-based economy and its implications for doing business in the region; Analyse the CEE markets; Understand the motivation and strategies of foreign companies in CEE; Be aware of marketing and managerial challenges in CEE and understand how these challenges could be tackled.

**Teaching:** Lectures and group assignment.

**Assessment:** Exam, Group assignment.

**Literature:** 1. Reading package.

**Prerequisites:** Export Marketing and/or International Business Operation Modes is recommended.

**Rating:** 1-5 / failed

**Contact Person:** Jorma Larimo (Lecturer Mario Glowik)

**Right to Participate:** -

**Additional Information:** Intensive course 5 days. Compulsory attendance 80%.

## Key and Emerging Themes in Management Studies

**Code:** JOHT2033

**Credit Units:** 5 ECTS

**Time:** Spring, Period 4 (but is liable to change based on lecturer availability)

**Content:** Focusing on a potentially different theme each year, the objective of this course is to introduce participants to important and/or new subjects in management studies that are not covered in core modules. The emphasis will be on teaching this module through the use of visiting lecturers from academia and/or working life.

**Learning Outcomes:** By the end of this course students have increased their knowledge and understanding about a key and emerging theme in management studies. In addition, students recognise how ideas and arguments within this topic can be applied in research and practice.

**Teaching:** To be decided on an annual basis, depending on lecturer and topic.

**Assessment:** To be decided on an annual basis, depending on lecturer and topic.

**Literature:** To be decided on an annual basis, depending on lecturer and topic.

**Prerequisites:** Students should be comfortable following lectures, reading academic literature, and participating in class discussions in English; students should also make sure the course fits their timetable.

**Rating:** 1-5 / fail

**Contact Person:** Maria Järlestöm (HRM) / Minnie Kontkanen (MIB) / Suvi Einola (SBD)

**Right to Participate:** This course is only open to students registered on the Master's Programmes in International Business, Strategic Business Development, and *henkilöstön johtaminen* (Human Resource Management).

**Additional Information:** The theme, lecturer and instructions for registering to the module will be communicated to students by programme representatives well in advance.

## Research Project

**Code:** INTB3009

**Credit Units:** 1-5

**Content:** Participation on a research project.. Activities vary depending on the project, but are mainly involved in the data collection and data analysis and / or other activities instructed by the contact person.

**Learning Outcomes:** Provides an opportunity to increase understanding of some data collection / analysis method and supports the development of skills needed to be both a member in research team and self-management skills.

**Teaching:** Instructions given by the contact person of the research project. A student need to produce a reflection report on the learning outcomes developed during the research project work.

**Assessment:** Reflection report

**Literature:** -

**Prerequisites:** -

**Rating:** Pass / Fail

**Contact Person:** Minnie Kontkanen

## Excursion

**Code:** INTB3010

**Credit Units:** 2 ECTS

**Time:** varies every year, will be informed closer to the date

**Content:** Excursion is arranged in co-operation with Warrantti. Students visit companies, different organizations, or events, e.g. fairs, where they learn about various topics (varies every year) of actual business operations.

**Learning Outcomes:** Learning outcomes are agreed together with the excursion organizers, but general goal is to experience and learn about live business cases or some part of the business/industry/marketing/management area in practice.

**Teaching:** If available, company representatives are giving presentation on specific topics or company operations.

**Assessment:** Individual report based on informed guidelines

**Literature:** optional readings, according to the theme of the excursion, are provided in the course Moodle page

**Prerequisites:** -

**Rating:** Pass / fail

**Contact Person:** Olivier Wurtz

**Right to Participate:** This course is open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** May be partly self-financed by students. Course language is English (excursion and report are in English).

## Mentoring Programme

**Code:** INTB3012

**Credits:** 2 ECTS

**Learning Outcomes:** The Mentoring Programme will provide students with the possibility to start planning their careers at the early stage of their master's degree studies; create an opportunity for students to gain insights into the positions of the people and businesses that they are interested in; enhance students' understanding about what qualities and skills are needed in the career path they aim for; develop knowledge about various techniques that managers are utilizing in daily life in order to overcome different challenges

**Teaching:** A student will be allocated a mentor who is a professional with working experience. The programme includes an opening, interim and closing meeting for the group; and personal meetings or Skype calls between mentors and mentees at least 3 times during the programme

**Assessment:** Reflection report

**Literature:** -

**Prerequisites:-**

**Rating:** Pass / Fail

**Contact Person:** Minnie Kontkanen

**Right to Participate:** This course is open to students registered on the Master's Degree Programme in International Business.

**Additional Information:** Info session on the Mentoring Programme will be arranged in the beginning of October. Interested students need to apply for the programme by the end of October. More information available in the info session.

## Internship I

**Code:** INTB3003

**Credits:** 1-5 ECTS (Four weeks full-time work corresponds to two ECTS)

**Learning Outcomes:** Internship should increase student's general understanding of the business world, provide an in-depth practical knowledge in student's main subject, give possibility to apply theory to practical work situations and create contacts with working life. The internship will also develop the skills of, self managementt and career management.

**Teaching Methods:** Internship report.

**Prerequisites:** None.

**Assessment:** Internship report: pass/fail (detailed instructions on the content of the report available from the contact person).

**Contact Person:** Programme Manager Minnie Kontkanen

**Additional Information:** Please be in contact with the Programme Manager before the internship to discuss the content of the internship and the possibilities to include it to your studies. If you are planning to complete an internship abroad, a document on agreement on International Internship needs to be filled in beforehand. For more information please contact the Programme Manager.

You can include two internshis into your studies (different codes). However, in that case the internships cannot be based on the exact same position in the same company.

## Internship II

**Code:** INTB3011

**Credits:** 1-5 ECTS (Four weeks full-time work corresponds to two ECTS)

**Learning Outcomes:** Internship should increase student's general understanding of the business world, provide an in-depth practical knowledge in student's main subject, give possibility to apply theory to practical work situations and create contacts with working life. The internship will also develop the skills of, self managementt and career management.

**Teaching Methods:** Internship report.

**Prerequisites:** None.

**Assessment:** Internship report: pass/fail (detailed instructions on the content of the report available from the contact person).

**Contact Person:** Programme Manager Minnie Kontkanen

**Additional Information:** Please be in contact with the Programme Manager before the internship to discuss the content of the internship and the possibilities to include it to your studies. If you are planning to complete an internship abroad, a document on agreement on International Internship needs to be filled in beforehand. For more information please contact the Programme Manager.

You can include two internships into your studies (different codes). However, in that case the internships cannot be based on the exact same position in the same company.

## Cultures of Consumption

**Code:** MARK2035

See the course description in WebOodi.

**Additional information:** Max 100 participants. Course is available for bachelor students in International Business, students registered on the Master's Degree Programme in International Business and foreign exchange students. This is also an optional course for students majoring marketing.

## Project Management



**Code:** JOHT3019

See the course description in WebOodi.

### **Developing Business Models**

**Code:** JOHT3062

See the course description in WebOodi.

**Additional Information:** This course is open to a maximum of ten students registered on the Master's Degree Programme in International Business

### **Service Business Development**

**Code:** JOHT3062

See the course description in WebOodi.

**Additional Information:** This course is open to a maximum of five students registered on the Master's Degree Programme in International Business

### **Global Sourcing and Procurement**

**Code:** TUTA2140

See the course description in WebOodi.

### **European Governance**

**Code:** HTK1600

See the course description in WebOodi.

### **Agency and social media**

**Code:** VIEK 1008

See the course description in WebOodi.

**Additional Information:** This course is open to a maximum of ten students registered on the Kansainvälisen liiketoiminnan kandiohjelma and Master's Degree Programme in International Business.

### **WWW-suunnittelu**

**Code:** VIEK1007

Katso kurssikuvaus weboodista.

**Lisätiedot:** Tämä kurssi on avoinna max viidelle kansainvälisen liiketoiminnan kandi- ja maisteriohjelman opiskelijalle.

### **Johtamisviestintä**

**Code:** VIEK2011

Katso kurssikuvaus WebOodista.

**Lisätiedot:** Tämä kurssi on avoinna max viidelle kansainvälisen liiketoiminnan kandi- ja maisteriohjelman opiskelijalle.

### **Applying for a Job in Finland**

**Code:** OPIS0075

See the course description in WebOodi

### **Philosophy of Science**

**Code:** FILO1011

See the course description in WebOodi.

### **Corporate Finance**

**Code:** LASK3017

See the course description in WebOodi.

**Additional Information:** Organized by the department of Finance and Accounting.

## **Language and general studies**

### **Writing Academic English I**

**Code:** KENG6211 / KENG9211

See the course description in WebOodi.

**Additional Information:** Organized by the Language Centre.

### **Writing Academic English II**

**Code:** KENG9311

See the course description in WebOodi.

**Additional Information:** Organized by the Language Centre but integrated in the course "Research methodologies" organized in the spring term.

### **Finnish for Foreigners I**

**Code:** KSUO5111

See the course description in WebOodi.

**Additional Information:** Organized by the Language Centre.

### **Searching for Scientific Information I**

**Code:** OPIS0025

See the course description in WebOodi.

**Additional Information:** Organized by the Tritonia Academic Library.

### **Searching for Scientific Information II**

**Code:** OPIS0026

See the course description in WebOodi

**Additional Information:** Organised by the Tritonia Academic Library